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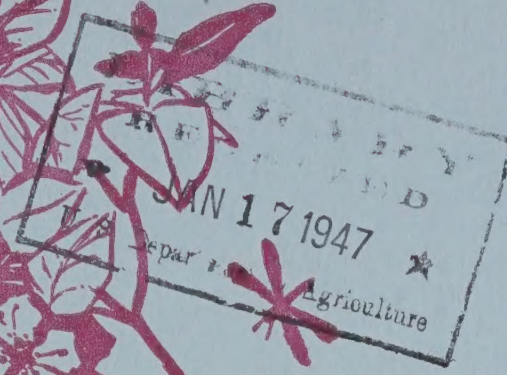
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AZALEAS

Fragrant Prelude to the Spring

No flowers more beautifully exemplify the Spirit of the Spring than the Azaleas. In Southern California we find three evergreen varieties that thrive and offer the ultimate in charm and color: the Indicas, Kurumes, and Indica-Macranthas. All through the months of March, April and May they present an unforgettable pageant of bloom.

The gorgeous Indicas, with their large spectacular blossoms and habit of intermittent bloom throughout the year, leave little to be desired.

The Kurumes comprise a most diversified collection.

Last, but not least, the Indica-Macranthas, or early summer flowering Azaleas, with their oriental habit of growth and sparkling flowers.

Many and varied are the uses to which Azaleas may be put: pick them freely for decoration throughout your rooms, use them for favors or wear them as corsages. Their lasting qualities are remarkable. Too, they display charming individuality as pot plants for the house or patio.

This little pamphlet introduces you to three of the "Best Families" of Azaleas. You will, we are sure, wish to make the acquaintance of them all.

We have specialized in Azaleas for many years and now offer a unique selection of the finest varieties and latest introductions.

The varieties mentioned herein represent only a very limited number of our extensive collection.

INDICAS

ALBERT and ELIZABETH	double
BRILLIANT	double
ETOILE de BELGIQUE	double
HOLLANDIA	double
LOVELINESS	semi-double
MME. MESTAG	double
MME. PETRICK	double
PAUL SCHAME	double
PERLE de SOFFELARE	double
PERLE de SWEYNARD	double
PETRICK SUPERBA ALBA	double
PROFESSOR WOLTERS	single
ROMAINE de SMET	double
RUBUS	double
SIMON MARDNER	double
THE BRIDE	double
VERVENEANA ALBA	double
VERVENEANA ROSEA	double

KURUMES

AVALANCHE	single
BRIDESMAID	double
DARK SPRING	single
FLAMINGO	single
LAUGHING WATER	single
LILACS	double
PINK BEAUTY	double
SALMON QUEEN	single
SERAPHIM	double
SINGING FOUNTAIN	single
SURPRISE	single

INDICA-MACRANTHAS

CHASTE DIANA	single
FIESTA	single
FIRMAMENT	single
SAKURA GARI	single
VALO	single

and many others

Flame-coral and white
Brilliant cerise
Glowing red
Flame
Lilac-pink
Combination of white, light and brilliant pink
Variegated pink and white
Warm coral
Pure white
Pure white
Pure white
White variegated in rose-pink and maroon
variegated rose-pink and white
Glowing red-cerise
Rose-cerise
Soft yet glowing pink
Very large pure white
Variegated rose and white

Large single white
Salmon-pink tufts
Large pansy-violet
Lovely glowing coral
Large single white
Lilac-like bunches
Warm pink, maroon eye
Soft salmon
Two shades of candy-pink
White with coral-red varigations
Bright cerise

Large and single white
Large flame-red
White margined in soft coral
White mottled in rose-coral
Soft lavender

AZALEA CULTURE

Azaleas require an acid soil condition, and thrive best in pure peat. Do not add leaf-mold or soil. Dig a hole one-fourth wider than the container and two inches deeper, to insure ample room for an expanding root system, and fill with peat that has been moistened. They must have good drainage. In the event of heavy or adobe soil, it is recommended that you dig a hole at least twice the depth of the container, and fill with stones or coarse gravel up to the level of the peat. Set them rather high.

It is desirable to reset your Azaleas in fresh peat every two or three years; preferably just after the blooming season. Remove the broken down peat with a strong nozzle spray. This can be done easily without injury to the plant.

Top-dress lightly with an Azalea acid food, containing a cotton-sted meal base, three times after the blooming season (May 30, July 15 and September 1), and cultivate to a depth of $\frac{1}{2}$ inch, so as not to disturb the surface roots.

Azaleas enjoy a semi-shady location, such as that afforded by spreading trees or the north side of a house. Keep them reasonably moist, but **avoid a boggy condition.**

A well chosen selection will give consistent bloom from January through May. During the remainder of the year they make most attractive evergreens. Azaleas are very hardy and came unscathed through the record breaking frost of 1937, without any special protection.

Come and enjoy our

AZALEA FESTIVAL

*Tens of thousands of exquisite blooms in
over 150 different shades and types.*

March, April and May

Free Admission

We are as close to you as your telephone:

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OPEN SUNDAYS—10 A.M. to 5:20 P.M.

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An Invitation

